

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

Please amend claims 25-31 and 33-38 as follows.

1. (Previously Presented) A product pusher device comprising:
 - an elongate track having a front end, a rear end, and a rail;
 - a paddle movably connected to said track for movement along said rail, said paddle comprising a base and a front face for engagement with a rearmost one of a set of associated products located on said track;
 - a foot protruding from said paddle, said foot extending away from said front face and being slidably engaged with said rail, said foot being spaced away from a longitudinal axis of said paddle; and,
 - a biasing element operatively connected to said paddle for urging said paddle toward said track front end.
2. (Cancelled)
3. (Original) The product pusher device of claim 1, wherein said rail includes a generally T-shaped cross-section.
4. (Original) The product pusher device of claim 3, wherein said foot of said paddle is captured between said rail and a wall of said track.

5. (Original) The product pusher device of claim 4, wherein said foot comprises a protrusion extending transversely from a wall of said foot and cooperating with said rail.

6. (Original) The product pusher device of claim 1, wherein said biasing element comprises a spring.

7. (Previously Presented) A product pusher device comprising:
an elongate track having a front end, a rear end, a rail, and a length for placement on an associated shelf having a depth and a length wherein said track extends generally transverse to the length of the associated shelf-, said track supporting a plurality of associated products thereon;

a paddle movably connected to said track for movement along said rail and including:

a base portion including a longitudinal axis,
a front face connected to said base portion, for engagement with a rearmost one of the associated products positioned on said track, and
a foot, slidably engaged with said rail, said foot protruding from said base portion in a spaced manner from said longitudinal axis of said base portion; and,
a biasing element for urging said paddle toward said track front end.

8. (Original) The product pusher device of claim 7, wherein said foot extends forwardly of said front face of said paddle.

9. (Original) The product pusher device of claim 8 wherein said foot comprises a pair of walls.

10. (Original) The product pusher device of claim 9 wherein said foot further comprises a flange that extends transversely of a plane of one of said pair of walls, said flange cooperating with a rail mounted on said elongate track.

11. (Original) The product pusher device of claim 10 further comprising a stiffening wall extending between said pair of walls.

12. (Original) The product pusher device of claim 10 further comprising a tapered surface located at one end of said pair of walls.

13. (Cancelled)

14. (Previously Presented) The product pusher device of claim 7 wherein the associated shelf has a depth greater than the length of said track.

15. (Previously Presented) The product pusher device of claim 7 wherein said track includes a wall and said foot of said paddle is captured between a rail and said wall of said track.

16. (Previously Presented) A product pusher device comprising:
an elongate track having a longitudinal axis and a rail extending along said longitudinal axis;
a paddle moveably connected to said track for movement along said rail, said paddle including:

a base portion,
a one piece pusher face connected to said base portion for engagement with
a rearmost one of a set of associated products positioned on said track, and,
a guide protruding from said base portion, said guide slidably engaging said
rail;
a biasing element for urging said paddle towards one end of said track; and,
wherein said pusher face of said paddle is selectively positioned behind a rear end
of said track.

17. (Original) The product pusher device of claim 16 wherein said guide includes
a first portion which extends approximately normal to a plane of said base and a second
portion which extends approximately parallel to said plane of said base.

18. (Original) The product pusher device of claim 17 wherein said track further
comprises a second rail, spaced from said first rail and wherein said guide second portion
contacts only said first rail and said base contacts both said first rail and said second rail.

19. (Original) The product pusher device of claim 16 wherein said guide extends
forwardly of said front face of said paddle.

20. (Cancelled).

21. (Previously Presented) The product pusher device of claim 16 wherein the
associated shelf has a depth greater than a length of said track.

22. (Original) The product pusher device of claim 16 further comprising:
a groove extending longitudinally along said track; and,
a protrusion extending from a lower surface of said base portion, said protrusion being accommodated in said groove.

23. (Withdrawn) The product pusher device of claim 22 wherein said groove has a width larger than a width of said protrusion such that a first side wall of said protrusion is located adjacent one side wall of said groove but a second side wall of said protrusion is spaced away from a second side wall of said groove.

24. (Original) The product pusher device of claim 16 wherein said track further comprises a side wall such that said track comprises a closed side and an open side, wherein said guide is spaced from said side wall and is located adjacent said track open side.

25. (Currently Amended) A merchandise display ~~system~~ device comprising:
~~an integrated a base and divider assembly for supporting displayed merchandise,~~
wherein the base and divider assembly includes a base adapted for operative coupling to a shelf and ~~a divider wall for dividing displayed merchandise into rows, wherein the divider wall protrudes from the base such that the divider wall separates the base into a first portion having a pusher track and a second portion;~~
a first rail located on said pusher track;
a pusher mounted on said pusher track for pushing merchandise along the base first portion towards a front of the associated shelf, wherein said pusher comprises a base including a guide slidably engaged with said first rail;

a biasing element for urging said pusher towards the front of the associated shelf;

and,

wherein said guide extends from a side wall of said base of said pusher.

26. (Currently Amended) The ~~system~~ device of claim 25 wherein said guide comprises an L-shaped flange.

27. (Currently Amended) The ~~system~~ device of claim 25 wherein said guide extends forwardly of a front face of said pusher.

28. (Currently Amended) The ~~system~~ device of claim 26 wherein said pusher track further comprises a second rail spaced from said first rail.

29. (Currently Amended) The ~~system~~ device of claim 28 wherein said guide is only engaged with said first rail.

30. (Currently Amended) The ~~system~~ device of claim 28 wherein said pusher is slidably engaged with both said first rail and said second rail.

31. (Currently Amended) The ~~system~~ device of claim 25 wherein said guide includes a first portion which extends approximately normal to a plane of said base and a second portion which extends approximately parallel to said plane of said base.

32. (Cancelled).

33. (Currently Amended) The ~~system~~ device of claim 25 further comprising an associated shelf on which said integrated base and divider assembly is supported and wherein the associated shelf has a depth greater than a length of said pusher track.

34. (Currently Amended) The ~~system~~ device of claim 25 wherein said pusher track on said base first portion includes a closed side comprising said a divider wall and an open side and wherein said guide is spaced from said side wall and is located adjacent said open side.

35. (Currently Amended) The ~~system~~ device of claim 25 wherein said foot extends forwardly of a front face of said pusher.

36. (Currently Amended) The ~~system~~ device of claim 25 further comprising a ~~biasing element for urging said pusher towards said track front end~~ a divider wall for dividing displayed merchandise into rows, wherein the divider wall protrudes from the base.

37. (Currently Amended) The ~~system~~ device of claim 25 further comprising a flange which extends away from said foot, said flange cooperating with said first rail of said pusher track.

38. (Currently Amended) The ~~system~~ device of claim 37 wherein said first rail includes a generally T-shaped cross-section for cooperating with said flange of said foot of said paddle.

39. (Previously Presented) The product pusher device of claim 15 wherein said track includes a generally T-shaped cross-section.

40. (Previously Presented) The product pusher device of claim 7 wherein said foot of said paddle includes a flange which cooperates with said track.